

To,  
The Project Director, Karachi Mobility Project  
Sindh Mass Transit Authority, Transport and Mass Transit Department  
Government of Sindh

Subject: Application for the Position of Communication Specialist

I, Sunayna Ismail Sajwani, bearing CNIC number 42301-8196752-2, have lived and studied in 4 Countries in 3 Continents. I have completed my Masters in Marketing Management with my thesis on Public Relations from Middlesex University, London United Kingdom and received the honor to deliver my Valedictory Speech.


I am the National Council Executive Member for English Speaking Union of Pakistan, Member Karachi Press Club and Arts Council of Pakistan. Professionally I have experience of working internationally and locally. Since the last 5 years, I am working in KNIP as a Communication Specialist and have performed my duties and responsibilities to the best of my abilities. I have been approached by various departments under Planning and Development Department to extend my services to further serve Government of Sindh.

I received the opportunity to represent the Provincial Government and showcase my skills as Master of Ceremony and Public Speaker at the Prestigious Provincial Events such as "The Sindh Development Forum", "Seminar on Entrepreneurship in Sindh", "Multiple Indicator Cluster Survey – Bureau of Statistics in collaboration with UNICEF", the "KNIP Launch Ceremony of the Educational and Cultural Zone, Saddar Downtown Area Revitalization", "Automation of Construction Permits under Ease of Doing Business" for Sindh Building Control Authority and "Poverty Reduction Strategy –European Union". I have conducted several Press Conferences as Master of Ceremony with Administrator of Karachi as the Speaker.

I was approached by the Research and Training Wing to conduct a Training Session for the Grade 17 Government Officers on the subject of Communication where I have received excellent reviews, feedback and have been requested to conduct further trainings to enhance the communication skills of our officials to enrich our City Capacity.

Communication plays a vital role in establishing a connectivity between our Development Partners, the Government and the Local Community. The right mode and ways of communications can provide an opportunity to make a positive impact and enable us to convey our message to the stakeholders. As per the job requirement of the Communication Specialist, I am eligible for the post and with my hard work and dedication I would prove to be an asset for your esteemed Department.

With my excellent Communication and Interpersonal skills, strong and diverse Educational background, work experience and interaction with people from different cultural backgrounds has enabled me with understanding the needs of the general public and developing a connect with the vision of our Government for a prosperous future of Pakistan.

  
Sunayna Ismail

## SUNAYNA ISMAIL

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### EDUCATIONAL DETAILS

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2007-2008	Middlesex University, Hendon Campus, London	MA Marketing Management Majors in Public Relations Received a Distinction on my Thesis
2003-2006	College of Business Management, Karachi, Pakistan.	BBA (HONORS) Majors in Marketing and HRM
2001-2003	The lyceum School, Karachi, Pakistan	A-Levels
2000-2001	Port Moresby International High School Australia	High School
1993- 1999	Karachi High School Karachi, Pakistan	Secondary Education
1988- 1993	Emirates English Speaking School Dubai, U.A.E	Primary Education

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### WORK EXPERIENCE

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#### Government of Sindh

#### Jan 2018 till present      **Communication Specialist “Karachi Neighbourhood Improvement Project”**

- Lead Karachi Neighbourhood Improvement Project’s communication and coordinate with other Provincial and Local Government Departments to ensure an integrated and cohesive outreach support to the initiative.
- Advise project management and leadership on program related outreach.
- Conducted a Communication Needs Assessment and designed a Communication Strategy and Action Plan for KNIP.
- Communication with the right audience via the right channel for contributing towards overall goal and objective.
- Prepared a Standard Operating Procedure (SOP) to combat Crisis Communication and prepared a Crisis Communication Protocol.
- A Communication Awareness Campaign was initiated by the Communication Specialist in March 2020, as part of the KNIP Crisis Communication Protocol after the Government announced Lockdown due to the Worldwide Pandemic of COVID-19.
- Serving as Focal Person for KNIP, Planning and Development Department for Prime Minister’s Delivery Unit “Pakistan Citizen’s Portal”, a two way communication with the citizens addressing their concerns in collaboration with all the Government Departments.
- Enhance capacity among staff working in component departments. I have been approached by the Research and Training Wing to provide Communication Training to Government Officers working in Planning and Development Department.
- Conducted a Training Session on Communications to Grade 17 officers in the Bureau of Statistics to strengthen capacity of GOS.
- **To showcase the work of KNIP, drafted the script and recorded my Voice Over along with conceptualizing and directing several Documentaries on the work undertaken.**
- Engaging with stakeholders like Media, CSO’s, Think Tanks, Development Partners and other important actors in Sindh.

- Interviews, discussions and meetings have been held with Government Officials, Representatives of Donor Agencies, Active Members of the Civil Society, Youth and the Citizens to understand the views and opinions of our stakeholders, creating awareness and communicating message.
- Designed and implemented “Grievance Redress Mechanism” for KNIP. It is now a World Bank approved Public Document, ensuring KNIP is accessible to a wider audience through operationalizing the mechanism on Site along with the placement of a Grievance Registration Desk, designing Banners in both English/ Urdu Language, Complaint Registration/ Satisfaction Forms and letter templates. Feedback is collected and taken into consideration and to address the concerns of the community.
- Stakeholder Consultation and Workshops through community driven local development and bottom-up approach.
- Prepared Key Messages and Slogans for the Project. **“To Transform Karachi into a more Liveable and Inclusive Megacity”**.
- Directed and Shot an Official KNIP Video Teaser, Project Videos.
- Organised and led the Launch Ceremony of Karachi Neighbourhood Improvement Project along with being the Master of Ceremony and conducting the event at par excellence.
- Worked in close collaboration with Sindh Building Control Authority for the Inauguration of their Single Window Facility for the Automation of Construction Permits under Ease of Doing Business in Karachi.
- **Received the opportunity to be the Master of Ceremony at the prestigious “Sindh Development Forum,” “Entrepreneurship Seminar in Sindh”, “Multi Indicator Cluster Survey” and “Inauguration Ceremony of Single Window Facility for Automation of Construction Permits under Ease of Doing Business”, “Rehabilitation and Reconstruction of Saudabad Chowrangi to Sumar Kandani Village”. “Ground Breaking Ceremonies for KNIP Phase 2 Subprojects” and “Inauguration Ceremony of Dr. Faridun Setna and Justice Bhagwandas Park in Boat Basin”.**
- Organised and Conducted Press Conferences as “Master of Ceremony” for KNIP Phase 2 Sub-projects.
- **Master of Ceremony for “Sindh Poverty Reduction Strategy” working in collaboration with Directorate of Urban Regional Policy & Strategic Planning and European Union Success Technical Assistance Team**
- Designed, drafted, printed and disseminated KNIP Brochure, Banners, Standees and Flyers.
- Member of the Press Club of Karachi with strong editorial judgements and drafting Press Releases for KNIP.
- Liaise and Maintain good relations with Media. Prepare Media Kit.
- Drafting Key Messages, Report Writing, Press Releases, Rebuttals and Articles.
- Review and study key documents, guidelines/ framework and prepare Annual Reports for submission and internal monitoring.
- Developed the Official Website for Karachi Neighbourhood Improvement Project in three Languages English, Urdu and Sindhi Language along with drafting content for Website. Design, Maintenance and Updating KNIP Website.
- Participated in various workshops on Urban Mobility and attended seminars on Strategic Communications.
- Researched and prepared Media and Social Media contact list to assist in successfully conveying our message to the desired citizens.
- Launched KNIP on Social Media Platforms and ensuring its presence is created through content creation and day to day monitoring.
- Developing s short film on “KNIP and the Underprivileged in Karachi”

#### **Aims Business Associates Ltd**

**July 2015 – Aug 2017**

#### **Head of Communication and Business Development, London**

- A broad spectrum of knowledge of the many facets of business and the operating market forces.
- An important ally to the organisation which invested in change & improvement.
- Analysed & interpreted data to unearth weaknesses & comprehend the causing factor.

- Created and maintained positive relationships between the clients and public often using media outlets.
- Devised a detailed Business plan with solutions & recommendations which increased the profitability, created value, maximised growth prospects and improved the performance & efficiency of the business.
- Crafted a Public Relation Strategy, monitored the campaign execution, served as a spokesperson and guided the staff through effective Internal and External Communication.

#### **Summit Bank Ltd – Pakistan**

**Dec 2013 – Feb 2015**

**Branch Manager, Badar Commercial Branch**

Marketing and Communication strategies were devised to interact with the customers. This increased the footfall in the Branch which resulted in the growth and profitability of the Branch.

#### **Profitability**

Completed the year end targets of the Branch in just 1 month (Dec 2013)

Took charge of a Loss making Branch (-5.47m) and converted into profit, thus generating 12.59m of Profit

#### **Deposit Mobilization**

Exceeded assigned Year end Deposit Target, along with an increase in CASA Deposit

- a) Qualified and Won Trip to Dubai in Deposit Mobilization Campaign.
- b) Qualified and was Rewarded a Cash Prize in second Deposit Mobilization Campaign.

#### **Consumer Financing Business**

Generated Secured Loan Business of 91m against assigned yearend target of 15m.

- a) Secured 2<sup>nd</sup> Position in Secured Loan Business in the month of August on Pan Pakistan Basis.
- b) Secured 2<sup>nd</sup> Position in Secured Loan Business in the month of December on Pan Pakistan Basis.
- c) Received Shield of 1<sup>st</sup> Runner Up Branch Manager in Secured Loan Business for the year 2015 on Pan Pakistan Basis.

#### **Bancassurance Business**

I individually generated Bancassurance business of 6.6m premium per annum in the year 2014.

By qualifying for 3<sup>rd</sup> Consecutive Banca Campaign received 10gram Gold Coin from our worthy President and CEO.

- a) Qualified and Won Trip to Bali and Bangkok
- b) Qualified and Won Trip to South Africa

I hold the record of selling the Highest Single Bancassurance Ticket in every Bancassurance Campaign launched.

Secured 2<sup>nd</sup> position in Bancassurance Business in the month of July on Pan Pakistan Basis with my ticket of 2.5m premium per annum

Secured 1<sup>st</sup> position in Bancassurance Business in the month of December on Pan Pakistan Basis with my ticket of 4m premium per annum.

Over achieved assigned Year End Bancassurance Target.

#### **Summit Bank Ltd - Pakistan**

**May 2013 – Nov 2013**

**Branch Manager, Dolmen City Branch**

- Led the Flagship Branch of Pakistan, the only branch that was operative from 9am to 11pm Seven days a week.
- Held the position of the Branch Manager for both the shifts (Morning shift from 9am to 4pm) and (Evening from 4pm to 11pm).
- Performed as the highest single ticket seller of PKR 3.0m premium per annum of Bancassurance in the history of Summit Bank.
- In a span of 6 months sold Bancassurance of PKR 5.0m premium per annum.

- Due to my excellent performance, I qualified for all 3 Foreign Trips in 2013.
- Achieved budgeted targets/ exceeded sales/ revenue and achieved business volume targets within the specified time frame.
- Monitored and Managed portfolio attrition and devised policies to increase retention ratio and expand customer base which increased the competitive advantage in terms of product and service offered.
- Maximised branch's liability relationships/ deposit mobilization exceeded assigned targets.
- Interacted with identified current and prospective clients, explored potential business relationships and provided exceptional services to the customers.

#### **Sep 2012 – Apr 2013**

#### **Regional Coordinator**

- All the same tasks, but for 61 Branches.
- Communicated and coordinated with Resident Auditors, discussed exceptions with the respective Branches for compliance.
- Evaluated the performance of Loss Making Branches (Branches that have converted from Profit to Loss).
- Focused on Internal Communication
- Collaborated with the Marketing Team to produce Pamphlets, Brochures, information packs for Advertisement and Promotional activity for product awareness of "Young Bee Minor Account".

#### **May 2012 – Aug 2012**

#### **Cluster Coordinator**

- Communicated and Coordinated with 15 branches in the Cluster -Internal Communication.
- Being the first point of contact for all branches in the Cluster and resolved day to day challenges.
- Conducted Area Analysis and prepared Feasibility Report for upcoming Branch locations.
- Prepared Monthly and Half Yearly Reports.
- Prepared the following Reports :
- Staff Requirement / Manpower Budget
- Bancassurance Sales & Secured Business
- Income and Expense of Branches
- Import and Export Data
- Cash held overnight in Branches and Cash Insurance limit.
- Market Profiles of areas where branches are present
- Number of transactions per day in
- Corporate Deposits parked in Branches
- Denominations of Soiled Notes present in the Vault of Branches.
- Deposit Trackers
- Randomly calling branches and checking attendance of Branch Managers and staff members
- RM/ BDO Performance Report
- Number of accounts opened per month in Branches
- Pipelines to increase Deposit Position of Branches.
- Devised letters for Banking Relations, warning and explanation letters.
- Gathered staff data and made Cluster Directory
- DP / Cost of Fund and Deposit / profitability
- Communicated and aligned individuals, organisational aims and fostered positive relationships between management and staff.
- Instructed Branch Managers to develop Pipelines to increase Deposit Position of Branches and to make sure that RM and BM do continuous follow up based on devised plan of action
- Contract Renewals
- Staff Appointments
- Leave application – staff posting – reliever
- Internships, Transfer, Exit Interviews and Hiring
- Maintained record of all documents pertaining to all the 14 branches in the Cluster.

- Evaluated the performance of BM and RM in the region and compared the deposit mobilized to the targets assigned.

**Jun 2011 – Apr 2012**

**Relationship Manager**

- Devised strong Marketing Strategies, increased the competitive advantage of the bank through awareness of the institution's products and services.
- Provided exceptional service to the customers through effective Marketing strategies.
- Communicated with identified current and prospective clients, explored potential business relationships.
- Liaison with customers, determined their service requirements and understood their needs to capitalize Business Opportunities.
- Mobilised deposits against budgeted targets/ exceed sales/ revenue, business volume targets within the specified time frame for the growth of the institution.
- Monitored and Managed Portfolio Attrition and devised policies to increase retention ratio and expand customer base.
- Generated CASA & TDR portfolio for maximum profitability of the Branch.
- Implemented the Bank's business strategy towards business development of the Branch.
- Maximised Branch's liability relationships and deposit mobilization.

**Hylands Hotel, Coventry, United Kingdom**

**May 2010 – Oct 2010**

**Communication and Marketing Manager**

- Devised and executed Communication Strategies to promote the Hotel.
- Drafted content for the Website.
- Communicated with Hotel Guests and with clients (Booking.com, laterooms.com and lastminute.com).
- Redecorated all executive rooms under my supervision and interior designing skills.
- Coordinated and Communicated with the Enforcement Officers of Fire, Health and Safety Regulations on behalf of the Hotel Management.

**Middlesex University, London**

**Oct 2008 – Jan 2010**

**Student Services Administrator**

- Communicated and coordinated with the International Students in matters of Student Visa, Money and Welfare, Disability Support and International Support Programs.
- Assisted in conducting Seminars on Student Visas and Post Study Work Permits.
- Devised Standardised University letters for students, checking and sending application packs for Student Visa renewals.
- The focal point of contact between the Students and University Management and established good communication links for smooth flow of information.

**Middlesex University, London**

**Oct 2007- Oct 2008**

**Student Ambassador**

- Represented the University
- Communicated with new students and familiarized them with the University
- Created a Positive Image of the University through discussions with potential students and their families in University Open Days, Open Evenings and Induction week.

**Hunter and Hunter, Edgware, London**

**July 2007 – Oct 2007**

**Communication and Sales Officer**

- Assisted with media coverage, devised material for Television, Radio and Newspaper adverts.
- Coordinated with media groups to get required Airtime and Print Space.



- Organised and participated in property exhibitions all over England to cover a larger share of the target market.
- Communicated with customers in promoting the Company which led to enhanced Positive Image and increased Sales.

#### **Temprovid Ltd, Finchley Central, London**

**FEB 2007-APR 2007**

#### **Communication and Recruitment Consultant**

- Screened and taken interviews of experienced candidates and fresh graduates.
- Evaluated candidates and drafted my analysis.
- Communicated with potential candidates to create a strong "Database of Resources" for the Company.

#### **Best Board Industries, Pakistan**

**JUN 2004 – DEC 2006**

#### **Communication Officer**

- Devised the Communication Strategy, focused on SWOT Analysis and Environmental aspect related to the Wood Industry. Developed and implemented plans to engage target audiences and spread the message about the products.
- Communicated with identified current and prospective clients, explored potential business opportunities in the Wood Sector.

**JUNE 2002 - JULY 2002** Soneri Bank Ltd, Karachi, Pakistan

**Internship**

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#### **ACHIEVEMENTS**

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- ♦ Received a Distinction on my Thesis.
  - ♦ Studied in three different continents, interacted with individuals from multi-cultural backgrounds.
  - ♦ Received the opportunity to give my Graduation Valedictory Speech on behalf of all Middlesex University Business School students graduated in July 2008.
  - ♦ Completed my 4year BBA (Honor) degree in 3 years, which shows my dedication towards work.
  - ♦ I was given the opportunity to be the Master of Ceremony at the prestigious "Sindh Development Forum," "Entrepreneurship Seminar in Sindh", "Multi Indicator Cluster Survey" and "Inauguration of Single Window Facility for Automation of Construction Permits under Ease of Doing Business".
  - ♦ Screened and taken interviews of Experienced and Professional Candidates.
  - ♦ Certified First Aider after the completion of First Aid at Work Training Course in London.
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#### **BUSINESS SKILL**

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##### **COMMUNICATION SKILLS**

- ♦ Excellent written and verbal communication skills
- ♦ Confident, articulate and professional speaking abilities and expertise.
- ♦ Speaking in public, to groups or via electronic media.
- ♦ Excellent Presentation and Negotiation skills
- ♦ Ability to communicate concisely and effectively

##### **PROBLEM SOLVING**

- ♦ Information analysis, capability to understand key issues and make recommendations accordingly. I have always positively responded to changing circumstances.

##### **TEAM WORK**

- ♦ Excellent team player and works with others cooperatively.
- ♦ I have the ability to accept responsibility for meeting deadlines and providing timely results.
- ♦ Ability to establish a common understanding of team goal and to promote a team climate that encourages high standard results.

### **LANGUAGES**

- Fluent in English and Urdu
- Basic Sindhi Language
- Understanding of Punjabi, Gujrati, Kutchi Language.

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### **VOLUNTARY WORK**

- Provided assistance in the relief fund organized by my College for the assistance of Earthquake victims.
- Have been an active member of Darul-Sukoon, home for the disabled.
- An active participant of Environmental Club, have worked in different parks and recycling awareness campaigns in England and Pakistan.
- Provided voluntary services in Mohammadi Girls Boarding and Al- Rehman welfare trust.

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### **REFERENCES** WILL BE AVAILABLE UPON REQUEST

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